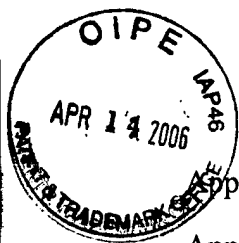


2155  
1F



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Felix Yen, Kirk Cameron and Mark Fagnani  
Application No.: 09/873,786 Group: 2155  
Filed: June 4, 2001 Examiner: Oanh L. Duong  
Confirmation No.: 2843  
For: USING VIEWERSHIP PROFILES FOR TARGETED  
PROMOTION DEPLOYMENT

CERTIFICATE OF MAILING OR TRANSMISSION	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or is being facsimile transmitted to the United States Patent and Trademark Office on:	
04-10-06	<i>Donna Bartolone</i>
Date	Signature
DONNA BARTOLONE	
Typed or printed name of person signing certificate	

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an Amendment for filing in the above-identified application.

- [ ] Small entity status of this application under 37 C.F.R. 1.9 and 1.27 has been established by a Small Entity Statement previously submitted.
- [ ] A Small Entity Statement to establish small entity status under 37 C.F.R. 1.9 and 1.27 is enclosed.

**The claims fee has been calculated as shown below:**

	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA
TOTAL	42	MINUS	* 44	0
INDEP	2	MINUS	** 3	0
<input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEP. CLAIM				

**SMALL ENTITY**

	RATE	ADDIT. FEE
X	\$ 25	\$
X	\$100	\$
+	\$180	\$

TOTAL= \$ 0

**OTHER THAN  
SMALL ENTITY**

OR

	RATE	ADDIT. FEE
X	\$50	\$ 0
X	\$200	\$ 0
+	\$360	\$

TOTAL= \$ 0

\* not fewer than 20

\*\* not fewer than 3

**The Application Size Fee has been calculated as shown below:***(Effective for cases filed on or after December 8, 2004)*

Actual Sheets (Including current amendment)	Highest No. of Sheets Paid For (At least 100)	No. of Additional Units Required (Increments of 50 sheets)

**SMALL ENTITY**

Rate	Total Amount Owed
X \$125	\$[ ]

**OTHER THAN  
SMALL ENTITY**

Rate	Total Amount Owed
X \$250	\$[ ]

Payment  
Sufficient for  
up to

[ ] Sheets

**Petition for Extension of Time**

- [ X ] Applicant hereby petitions to extend the time to respond to the Office Action dated December 8, 2005 for one month from March 8, 2006 to April 8, 2006. The appropriate fee is set forth below.
- [ ] [For action-specific language in an extension of time, go to insert, file, public folders, firm templates, and select the appropriate paragraph.]

**Please charge Deposit Account No. 08-0380 for the following fees:**

<input type="checkbox"/>	Petition for [ ] month Extension of Time	\$ _____
<input type="checkbox"/>	Claims Fee	\$ _____
<input type="checkbox"/>	Application Size Fee	\$ _____
<input type="checkbox"/>	Other Fees:	_____
		\$ _____
		\$ _____
	TOTAL:	\$ <u>0</u>


**A check is enclosed in payment of the following fees:**

<input checked="" type="checkbox"/>	Petition for one month Extension of Time	\$ <u>120</u>
<input type="checkbox"/>	Claims Fee	\$ _____
<input type="checkbox"/>	Application Size Fee	\$ _____
<input type="checkbox"/>	Other Fees:	_____
		\$ _____
		\$ _____
	TOTAL:	\$ <u>120</u>

☒ Please charge any deficiency or credit any overpayment in the fees that may be due in this matter to Deposit Account No. 08-0380. A copy of this letter is enclosed for accounting purposes.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

By   
\_\_\_\_\_  
David J. Thibodeau, Jr.  
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Concord, Massachusetts 01742-9133

Dated: 4/10/06



THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Felix Yen, Kirk Cameron and Mark Fagnani

Application No.: 09/873,786 Group: 2155

Filed: June 4, 2001 Examiner: Oanh L. Duong

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For: USING VIEWERSHIP PROFILES FOR TARGETED PROMOTION DEPLOYMENT

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<u>04-10-06</u>	<u>Donna Bartelone</u>
Date	Signature
<u>Donna Bartelone</u>	
Typed or printed name of person signing certificate	

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment is being filed in response to the Office Action mailed from the U.S. Patent and Trademark Office on November 2, 2005 and the Supplemental Office Action mailed from the U.S. Patent and Trademark Office on December 8, 2005 in the above-identified application. Reconsideration and further examination are requested.

An extension of time to respond to the above Office Action is respectfully requested. A Petition for Extension of Time and the appropriate fee are being filed concurrently with this Amendment.